

Local Expert Retailer

Social Media Tips & Tricks

Social media is a fantastic means for keeping us connected with friends and family, but it's also a vital tool for businesses to speak to present and potential customers. We've put together some key tips to help you get started and get the most from the main social channels.

Instagram



Set up a good profile picture and write a good bio. Your potential customers and followers want to know what services you offer in one quick glance.

Give your posts a consistent style. Your profile is a window to your store, so make it look inviting!

Get active. All activity makes you more visible to future customers – this means commenting, liking, and engaging with your audience.

Instagram stories. If you want your page to keep a very polished look, Instagram stories are a great place to show real-time marketing, such as videos, promotions, and interaction with other accounts.

Hashtags. Hashtags (e.g #fireplace) are a great way to find content relevant to you, and help people find what's relevant to them. Use hashtags to be more visible to a wide audience, and monitor successful accounts and the hashtags they use too. The best place to use them is as the first comment on your post, so it keeps your content looking tidy.

Engaging captions. Instagram has become more than just the visual platform it is today – it's also a way to show a bit of personality about your brand. Take the opportunity to write interesting captions. Longer captions gather more time spent on your post, which the Instagram algorithm likes!

Include a link in your bio. Whenever posting an image, think about whether you can drive people back to your website. You can change the link in your bio to match each post, or use a tool such as later.com/linkinbio which allows you to not only schedule posts, but also schedule the links in your bio so that you don't have to do this manually, and turns your feed into a clickable, optimised landing page.

Facebook



Create a business page, not a personal profile. A business page allows fans to 'like' your page, allowing you more visibility in their news feeds.

Claim your vanity URL. This sounds more complicated than it is. When you set up a page, you are assigned a number and URL, like this: facebook.com/pages/yourbusiness/989837763 You can change this by going into your Facebook settings, so that your page can be something like this instead: facebook.com/stovaxgazco

Add a great cover photo and profile picture. Show off what you do by choosing great photos for your profile page. You want a profile picture that people can recognise, such as a logo, and capture the attention of potential customers with your cover photo.

Optimise your 'About' section. Use brief but descriptive copy to give visitors enough information on what your business is about. This is one of the first places people will look when people land on your page.

Great customer service tool. If you have an active page, you may find that people find it easier to contact you via Facebook messenger instead of calling your store. This allows them to also send photos which helps to describe their problems or requirements more easily, and also keeps customers engaging/returning to your page.

Prioritise quality over quantity. Facebook users only want to see quality content in their news feeds. Keep your posts clean, and showing off the best of your business.

Upload videos. Facebook users love watching videos. Make your videos interesting from the first few seconds, as this is the critical time for users to become engaged. Although Facebook videos autoplay, they are muted until the user decides to turn the sound on. Make your videos visually engaging so that you can keep their attention from the start.

Don't forget to tag us in your photos so we can like and share too using [@stovaxgazco!](https://www.instagram.com/stovaxgazco)

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Twitter

Create a username that reflects your brand. Make sure your username (or Twitter handle) is relevant to your brand. This makes it easier for people to find you, e.g @stovaxgazco



Make that engagement count. As Twitter is so fast moving, you want your content to be engaging and useful. Aside from broadcasting your own updates, ask your audience questions so they are more likely to respond and actively engage with your post before it disappears down their timeline.

Video content. Twitter users enjoy video content. As tweets on this platform stay relevant for a short amount of time, make sure your videos are engaging from the first couple of seconds to retain their interest.

Interact with other users. Interaction with other users, as with all the social platforms, is important for being visible to potential followers – plus it gives your brand a voice and personality.

Retailer Support Area

There is a wealth of content available to you on your Retailer Support Area, from quality high resolution images and videos, to how-to content on our blog pages and product information. All of this is here to help you populate your social media schedules and websites - simply log in, and take advantage of this excellent bank of support resources.

Don't forget to tag us in your photos so we can like and share too using @stovaxgazco!

Digital advertising on social media

While we believe a marketing mix is essential for brand exposure, digital advertising can be a very cost-effective way of getting to the right people at the right time. Facebook and Instagram offer a cheap means of advertising to relevant demographics, which you can fine-tune to suit specifics such as location, age, and interests. It's a great way to get trackable value for money.

Have any questions?

If you have any queries, please do feel free to get in touch with us on social media. We are very active online – follow us and drop us a message:

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